

ORURISA

4 th Annual ORURISA LEADERSHIP RETREAT		
March 7 th , 2014	9:00am-4:00pm	McMenamins Edgefield, The Study
Meeting called by	Amy Esnard	
Type of meeting	Planning	
Facilitator	Amy Esnard & Dean Anderson	
Note taker	Zac Christensen	
Timekeeper		
Attendees	Amy Esnard, Mark Scott, Dean Anderson, Bob Haas, Bob Poole, Cy Smith, Stacy Galleher, Eric Bohard, Molly Vogt, PJ Houser, John Sharrard, Zac Christensen	
Review and recap of 2013		
9:00am-10:30am	Facilitated by Amy Esnard	
<ol style="list-style-type: none"> 1. Relevancy discussion <ul style="list-style-type: none"> o Mission Statement o Mentorship Opportunities o Young Professionals <ul style="list-style-type: none"> ▪ Largely successful <ul style="list-style-type: none"> • New members added o GIS Day successful 2. Events discussion <ul style="list-style-type: none"> o Needs improvement <ul style="list-style-type: none"> ▪ More events needed <ul style="list-style-type: none"> • Maps in the Cloud II • Career workshop • LIDAR II • Cartography Symposium 3. Communications & Marketing <ul style="list-style-type: none"> o Website update <ul style="list-style-type: none"> ▪ Refresh front page <ACTION ITEM ▪ Add calendar <ACTION ITEM ▪ Need to create new state chapter map <ACTION ITEM ▪ Update org chart and post to the web <ACTION ITEM o Revitalize Twitter account <ACTION ITEM o Newsletter <ACTION ITEM <ul style="list-style-type: none"> ▪ Look at quarterly or biannual update ▪ Focus on Section Leader updates ▪ Investigate methods to notify and post 4. Special Projects <ul style="list-style-type: none"> o Statewide special topics o Project forum o Not a lot currently happening 5. Section Support <ul style="list-style-type: none"> o Identified need to change URISA guidelines to help with transitions at section level o Leadership workshops in 2012 a success o Develop a "how to" or operations manual for how to get started <ACTION ITEM 6. Membership <ul style="list-style-type: none"> o 1400 current member <ul style="list-style-type: none"> ▪ 400+/- in last two years o New member drive <ul style="list-style-type: none"> ▪ Potentially at GIS in Action o Member profiles o Member map <ul style="list-style-type: none"> ▪ Project started by Erik Endrulat ▪ Need to geocode members addresses, map, and post to the web <ACTION ITEM o Member survey completed <ul style="list-style-type: none"> ▪ Results to be posted on website <ACTION ITEM o Eli currently reconciling the contact list <ACTION ITEM o Website improvements and maintenance again identified as ongoing need o Membership fee discussion 7. Financial Diversity <ul style="list-style-type: none"> o Dependence on GIS in Action identified and discussed o Discussion on sponsorship o Donation link on the website <ACTION ITEM 8. Volunteer recruitment <ul style="list-style-type: none"> o Currently have a list of volunteers identified from survey o Need to identify projects for volunteers <ACTION ITEM 9. Joint ORURISA and WAURISA conference in 2015 to be held in Vancouver 10. Secretary position created and Zac Christensen appointed 11. New Treasurer Paul Couey 12. Section updates <ul style="list-style-type: none"> o GIS Day in Ocean Park a success o Additional chapter support discussion <ul style="list-style-type: none"> ▪ Server space ▪ Web resources ▪ Workshop sponsorship ▪ Continue leadership workshops o General need to do more outreach discussed 		

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Presidential Transfer	
10:30am -10:35am	
	<ul style="list-style-type: none">• ORURISA presidential duties officially passed from Amy Esnard to Dean Anderson• Amy Esnard to continue with ORURISA as Past President
Treasury Report	
11:00am – 11:20am	Facilitated by Paul Couey
	<ul style="list-style-type: none">• General message that ORURISA treasury is at a stable equilibrium<ul style="list-style-type: none">◦ Average balance of \$6,800+/- on 2013 and 2014◦ Approximately \$5,000 moves in and out of account each year◦ Equilibrium achieved despite clear cut strategy◦ GIS in Action identified as main revenue source• Discussion on better defining a financial strategy<ul style="list-style-type: none">◦ Establish annual operating budget and balance events and expenses around fixed expenditure limit <ACTION ITEM◦ Take a discretionary versus non-discretionary approach◦ Standard section budgets<ul style="list-style-type: none">▪ Assures equitable distribution of funds▪ Helps get Section leaders involved in financial planning▪ Potentially use debit cards to eliminate cumbersome reimbursements▪ Encourages Sections to potentially raise funds to increase distributions• Develop financial plan <ACTION ITEM
GIS in Action update	
11:20am -11:35am	
	<ul style="list-style-type: none">• General planning going good<ul style="list-style-type: none">◦ New website now up and independent of main ORURISA website◦ Keynote speakers confirmed◦ Workshops going well◦ Program coming together• 2015 WAURISA/ORURISA conference to be held at Hilton in Vancouver, WA• Need for people to get more involved discussed<ul style="list-style-type: none">◦ More local government and agency involvement needed◦ Need more papers and presentations◦ Trend of vendors doing more presentations than local agencies identified◦ Program coordination is getting more difficult◦ Potentially get sections more involved<ul style="list-style-type: none">▪ Idea of incentivizing with increased yearly distributions discussed• General need to keep the GIA content and presentation current<ul style="list-style-type: none">◦ Potentially branch out from only GIS◦ Look at other information system technology to get more people involved and increase relevancy; involve more disciplines
Scholarship committee report	
11:35am – 11:45am	
	<ul style="list-style-type: none">• Combined with NWGIS Users Group<ul style="list-style-type: none">◦ GIA and NWGIS scholarships offered• Trend of scholarships being awarded but applicants not completing final re-imbursement• Discussion on how to promote<ul style="list-style-type: none">◦ More outreach to professors◦ Formal announcement to academic institutions• Potential financial impact of more scholarships being awarded• Need to discuss more and determine plan moving forward <ACTION ITEM
Survey Results	
11:45am – 12:00pm	
	<ul style="list-style-type: none">• Review of survey findings<ul style="list-style-type: none">◦ Highlights<ul style="list-style-type: none">▪ Seminars and presentations #1 activity<ul style="list-style-type: none">• Web Mapping• Cartography▪ Most respondents are currently employed in GIS jobs▪ 34 volunteer contacts identified• Need to post to the website <ACTION ITEM

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LUNCH

12:00pm -1:15pm

GIS in Action moving forward

1:15 – 1:45pm

- Generally recognized as a success
- Opportunities
 - Need more people to be involved with coordinating and planning
 - Assure quality presentations
 - To some the conference is intimidating and not sure how it is connected to larger URISA structure
 - Provide tangible take away that people can use once they return to work
 - Learn from other conferences and improve collaboration methods
 - Unconferences (i.e. WhereCamp)
 - Online collaboration
 - Subgroups within the conference
 - Recognize and reach out to different audiences
 - Look outside of traditional GIS audience and towards other information management audiences (i.e. building permit systems, pavement management, etc...)
 - Look at new ways to encourage people to submit papers and do presentations
 - Involve sections more in recruitment of papers/presentations
 - General recruitment of leaders to help solicit papers/presentations
 - Involve education leaders to identify emerging trends
 - Establish a theme for each year
 - Involve sections more and provide forum for updates and latest news
 - Make data available
- Successes
 - Platform is there but gaps needs to be filled
 - Moving to PSU has been great and provides lots of refreshing energy
 - Affordable pricing for students
 - Generally affordable for all attendees
 - Workshops are well attended and provide affordable training
 - Excellent opportunity to collaborate and network with peers

ORURISA Sections and Special Interest Groups

1:45 – 2:30pm

- Review and discussion of existing Section support
 - Funding for meetings
 - Mainly food and misc. expenses
 - Website hosting
 - Publish events and activities
 - Membership management
 - Managing contacts
 - Email notifications
 - Event registration
 - GIS in Action
 - Special events
- Section Coordinator questions
 - Central Coast GIS Users Group (CCGISUG)
 - Central Oregon Coast Geospatial Statistics Symposium, May 13th, 2013
 - Challenge with getting speakers and subject experts
 - 100+/- attendees
 - Largest event for section
 - Upcoming meeting ideas/themes include field mapping, mobile GIS, and design
 - Budget allocation used to offset food and meeting expenses
 - Young Professionals Special Interest Group
 - Upcoming social at GIS in Action sponsored by PSU
 - Ongoing GeoBeers social event with about 15 attendees
 - GIS Day event with URISA and YPs
 - Upcoming meeting/event ideas
 - Five minute presentations prior to social meetings
 - Mentoring program
 - Speed mentoring meeting **<ACTION ITEM>**
 - Group feels isolated from established GIS community
 - GIS in Action can be a little overwhelming for young professionals
 - Lots of interest in networking and making connections in GIS community
 - Opportunity for ORURISA to help with funding and event coordination exist
 - Columbia Pacific GIS Users Group
 - ORURISA funding appreciated and used to help bring people to events
 - Hosted GIS Day event with three seminars and 75-80 attendees
 - Open to the general public
 - Successful outreach to non-GIS users such as utilities
 - Lots of interest generated from the event and great support
- Successes
 - ORURISA provides great platform for Sections to self-organize and help themselves
 - Excellent grass-roots method of reaching out to local communities and other organizations
 - Emergency Management is a great example
- Opportunities
 - Let people know that we can help fund meeting expenses
 - URISA could play a more active role in connecting different groups and sharing ideas
 - Better explain funding and resources available to Sections
 - Organize vendor or workshop road shows
 - Help with calendaring and scheduling tools
 - More creative ideas on funding and rewarding Section activities

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General Membership

2:30 – 3:30pm

- Fee scenario exercise
 - QUESTION: What if URISA were to charge \$20 membership fee? What are the things you would want for your money?
 - Conference discounts
 - Networking opportunities
 - Opportunity to get involved and help organize
 - Give back as a professional
 - Collaboration opportunities
 - Events
 - Job announcements
 - Learning and training opportunities
 - Low barrier to participation
- Opportunities
 - Communicate the benefits of membership and general organization of ORURISA
 - Better cross-branding at events and section activities
 - Communicate relevance and relationship with URISA
 - Generally help foster a feeling of being part of a professional group and how events and activities are common across the state and the country.
 - Communicate connections
 - Demonstrate value of belonging to the organization
 - Work with section leaders to help promote more sustainable section level organization
 - Leadership training
 - Lessons learned from other Sections
 - Avoid single point of energy for Section viability and continuity
 - Potentially have a portion of GIS in Action dedicated to larger ORURISA strategy and building closer bonds with Sections and national organization
 - More regular ORURISA sponsored events (training, workshops, vendors, presentations)
 - Potentially organize traveling training sessions subsidized by ORURISA
 - Get more people involved and provide opportunity for those who have already volunteered.
 - Re-evaluate section funding to help incentivize and reward participation
 - Provide early career development opportunities (mentoring, training, panel interviews, etc..)
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Review action items

3:30 – 4:00pm

1. Section Support
 - Develop a plan to improve communication and support of Sections
 - Create Fact Sheet
 - General operations guidelines
 - Resources
 - Funding
2. Website update and improvements
 - Refresh front page (Bob)
 - Add calendar (Bob/Zac)
 - Need to create new state chapter map (Mark)
 - Update org chart and post to the web (Zac)
 - Post survey results (Zac)
 - Revitalize Twitter account (Zac)
 - Newsletter (Zac)
 - Look at quarterly or biannual update
 - Focus on Section Leader updates
 - Investigate methods to notify and post
 - Job announcements and cross referencing other sites (Zac)
3. Work with YPs to develop mentoring activities (PJ/Paul/Zac)
 - Speed mentoring event
 - Interview panels
4. Organize membership information (Eli)
5. Funding and financial plan (Paul)
6. A way to communicate a list of folks who have expertise and are willing to share. Repository of presentations and past programs.
7. Section funding strategy (Paul)
8. Involve already identified volunteers from survey (Dean)
9. Nominations for new Board Members (Dean)